

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (Prices effective through March 27, 2005)

CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Easter 2005
WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Alabama	Ingles	Butterball	1.58	0.98							
	Kroger	Butterball	1.29	0.99							
		Honeysuckle	0.99	0.99							
	Publix	Butterball	1.39								
		Publix	1.19	0.79							
Arkansas	Winn-Dixie	No Label	1.19								w/ store card
	Brookshires	Honeysuckle	0.99								
	Kroger	Butterball		0.89							w/ store card
Illinois Chicago Area		Honeysuckle		0.79							w/ store card
	Dominick's	Butterball	1.39	1.19							
		Safeway Select	0.99								
	Jewel	Perdue	1.19								
		Jennie-O		0.79							
	Downstate	Buehler's	Honeysuckle	0.99							
		Hilander	Butterball	0.99	0.99						
		Hy-Vee	Hy-Vee		0.89						
		Nieman Foods	Honeysuckle	0.98							
		Kroger	Butterball	0.99	0.99						
		No Label	*	*							\$5 off 10-14 # w/ card
		" "	*	*							\$10 off 14/up # w/ card
		Shop 'n Save	Honeysuckle	1.29	0.99						
	Indiana	Buehler's	Honeysuckle	0.99							
		Kroger	Butterball	0.99	0.99						
			Honeysuckle	1.09	0.89						
		Shady Brook	1.09								
		No Label	*	*							\$5 off 10-14 # w/ card
		" "	*	*							\$10 off 14/up # w/ card
Iowa	Marsh	Butterball	1.29								
	Owen's/Pay Less	Butterball	0.99	0.99							
	Hy-Vee	Hy-Vee		0.89							
Kansas	Nieman Foods	Honeysuckle	0.98								
	Dillons	Butterball	1.49	1.19							w/ store card
		Honeysuckle	1.29								w/ store card
	Hen House	Butterball		1.29							w/ store card
		Hen House	1.29								w/ store card
		Honeysuckle		1.09							w/ store card
	Hy-Vee	Hy-Vee		0.89							
	Price Chopper	Best Choice	0.99								w/ store card

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Kentucky	Buehler's Market	Honeysuckle	0.99								
	Food City	Butterball	1.29	0.79							
		Jeannie-O		1.49							Oven-ready in a bag
	Food Land	Honeysuckle	0.99								
	Food Lion	Butterball		0.89							w/ store card
		Jennie-O		1.29							w/ store card
	Kroger	Butterball	1.29	0.89							
		Honeysuckle	1.09	0.89							
Louisiana		No Label	*	*							\$5 off 10-14 # w/ card
		" "	*	*							\$10 off 14/up # w/ card
		Shady Brook	.99-1.09								price varies by store location in state
	Winn-Dixie	No Label	1.19								w/ store card
	Albertson's	Butterball	1.29								
		Honeysuckle	0.99								
	Brookshire Bros.	Jennie-O	0.99								oven-ready in a bag
		Pilgrim's Pride	0.99								
Michigan	Brookshires	Honeysuckle	0.99								
	Breaux	Shur-Fresh	0.79								
	Kroger	Jennie-O	0.99	0.79							w/ store card
	Sav-a-Center	Honeysuckle	1.29								
		Riverside		0.49							
	Winn-Dixie	No Label	1.19								w/ store card
	D&W	D&W		*							\$6.00 off frozen hen; \$10.00 off frozen tom
		Pilgrim's Pride		*							\$6.00 off frozen hen; \$10.00 off frozen tom
Minnesota	Farmer Jack	Amish Valley	0.99								
		Butterball	1.29	0.99							
		Honeysuckle		0.69							
	Kroger	Honeysuckle	0.99								w/ store card
Mississippi		Jennie-O		1.79							Ready to Cook - w/ store card
	VG's	Spartan	0.99								
	Nieman Foods	Honeysuckle	0.98								
	Hy-Vee	Hy-Vee		0.89							
	Hy-Vee	Hy-Vee		0.89							
	Brookshires	Honeysuckle	0.99								
	Kroger	Butterball		0.89							w/ store card
		Honeysuckle		0.79							w/ store card
	Winn-Dixie	No Label	1.19								w/ store card

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Missouri	Dillons/Gerbes	Butterball	1.49	1.19							w/ store card
		Honeysuckle	1.29								w/ store card
	Hen House	Butterball		1.29							w/ store card
		Hen House	1.29								w/ store card
		Honeysuckle		1.09							w/ store card
	Hy-Vee	Hy-Vee		0.89							
	Price Chopper	Best Choice	0.99								w/ store card
	Ramey's	Jennie-O		1.99							Oven-ready in a bag
		Best Choice		0.69							
Nebraska	Albertson's	Honeysuckle	0.97								w/ store card
	Bakers	Butterball	1.49	1.19							
		Honeysuckle	1.29								
	Hy-Vee	Hy-Vee		0.89							
North Dakota	Albertson's	Honeysuckle	0.97								w/ store card
Ohio	Farmer Jack	Amish Valley	0.99								
		Butterball	1.29	0.99							
		Honeysuckle		0.69							
	Fisher's	Honeysuckle	0.99								
	Food Land	Honeysuckle	0.99								
	Kroger	Butterball	1.29	0.89							
		Honeysuckle	.99-1.09	0.89							price varies by store location in state
		Jennie-O		1.79							Ready to Cook - w/ store card
		Shady Brook	0.99-1.09								price varies by store location in state
	Tops	No Label		0.69							
		Shady Brook	0.99								
	Shop 'n Save	Honeysuckle	1.29	0.99							
	Tops	No Label		0.69							
		Shady Brook	0.99								
Oklahoma	Albertson's	Butterball	1.29								
		Honeysuckle	0.99								
South Dakota	Albertson's	Honeysuckle	0.97								w/ store card
	Hy-Vee	Hy-Vee		0.89							
Tennessee	Food City	Butterball	1.29	0.79							
		Jeannie-O		1.49							Oven-ready in a bag
	Food Lion	Butterball		0.89							w/ store card
		Jennie-O		1.29							w/ store card
	Harris Teeter	HT Premium Hen	1.28								
	Ingles	Butterball	1.58	0.98							
	Kroger	Butterball	1.29	0.89-0.99							price varies by store location in state
		Honeysuckle		0.79							

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Tennessee (continued)	Kroger	Shady Brook	0.99								
	(continued)	No Label	*	*							\$5 off 10-14 # w/ card
	Publix	Butterball	1.39								
		Publix	1.19	0.79							
	Winn-Dixie	No Label	1.19								w/ store card
Texas	Albertson's	Butterball	1.29								
		Honeysuckle	0.99								
	Brookshire Bros.	Jennie-O	0.99								oven-ready in a bag
		Pilgrim's Pride	0.99								
	Brookshires	Honeysuckle	0.99								
	Kroger	Jennie-O	0.99	0.79							w/ store card
	Tom Thumb or Randall's	Manor House		0.79							w/ store card
Wisconsin	Copps	Butterball		0.99							
		Roundy's	0.99								
	Nieman Foods	Honeysuckle	0.98								